

BUSINESS IMPROVEMENT DISTRICT NO. 32



PROPOSED OPERATING PLAN 2012



September 19, 2011

TABLE OF CONTENTS

Introduction

1. Background
2. Physical Settings

District Boundaries

Proposed Operating Plan

1. Planned objective
2. Proposed Activities
3. Proposed Expenditures
4. Financing Method
5. Organization of the BID Board
6. Relationships and Partnerships

Method of Assessment

1. Assessment Rate and Method
2. Excluded and Exempt Property

Relationship to Milwaukee Comprehensive Plan and Orderly Development of the City

1. City Plans
2. City Role in District Operation

Plan Approval Process

1. Public Review Process
2. Petition Against Creation of the BID

Future Year Operating Plans

1. Phased Development
2. Amendment, severability and Expansion

Appendices

1. Annual Update
2. Audit
3. Proposed District Boundaries (Appendix C)
4. Projected Assessment (Appendix D)
5. BID Board of Directors

I. INTRODUCTION

A. Background

In 1984, the Wisconsin legislature created 66.1109 (formerly S. 66.608) of the Statutes (see Appendix A) enabling cities to establish Business Improvement Districts (BIDs). The purpose of the law is “to allow businesses within those districts to develop, to manage and promote the districts and to establish an assessment method to fund these activities.” (1983 Wisconsin Act 184, Section 1, legislative declaration.)

The City of Milwaukee has received a petition from property owners which requests creation of a Business Improvement District for the purpose of revitalizing and improving the North Avenue Marketplace BID 32 business area on Milwaukee's North Side. The area is bounded on North Avenue between I-43 and 27th Streets and Fond du Lac Avenue between 17th and 27th Street. The BID law requires that every district have an annual Operating Plan. (see Appendix B). This document is the initial Operating Plan for the proposed Marketplace Business Improvement District #32. The BID proponents prepared this Plan with technical assistance from the City of Milwaukee Department of City Development.

B. Physical Setting

The District covers the retail and commercial corridors of North Avenue from I-43 to 27th Streets and Fond du Lac from 17th to 27th Avenue. This area involves several major commercial nodes; North and Fond du Lac Avenues, Center Street, 27th and Fond du Lac Ave and Teutonia and North Avenue. It creates a great opportunity for increasing human capital, business and employment growth.

II. DISTRICT BOUNDARIES

Boundaries of the proposed district are shown on the map in Appendix C of this plan. A listing of the properties included in the district is provided in Appendix D.

III. PROPOSED OPERATING PLAN

A. Plan Objectives

The objective of the BID is to: Create a viable and sustainable commercial corridor that supports local entrepreneurs, encourage business and job growth and encourage local, regional or national businesses to locate to the community.

STRATEGIC GOALS

- Implementation of strategies outline in the comprehensive market analysis (2011)
- Allocate resources to continue implementation of BID 32's Strategic Plan

- Strategic outreach and engagement of BID Property Owners
- Strategic communication and engagement of BID Business Owners
- Implementation of BID Marketing Strategy

KEY STRATEGIC FOCUS AREAS

- Façade Improvement
- Commercial Corridors Clean and Green Initiatives
- Streetscaping and Lighting Project
- Business Development Supports
- Safety and Security Initiatives

FOCUS AREAS FOR 2012

- ✓ Continue to incorporate Main Street Operational approach in organizational development and planning
- ✓ Continuation of board and organizational development activities that strengthen the BID to better serve businesses
- ✓ Address existing and future issues concerning public improvements and safety projects
- ✓ Develop relationship with various governmental, business and community based organizations that serve and support the target area
- ✓ Plan and implement projects and incentive programs that support area businesses and entrepreneurs
- ✓ Plan and implement programs and projects that promote a positive business climate for the area, based on surveys, feedback forms and market analysis

B. Proposed Activities – Year One

Principle activities to be engaged in by the district during its first year of operation will include: Creating a viable and sustainable commercial district

- a. Survey businesses about business needs
- b. Develop outreach and marketing campaign to “Brand” the commercial district
- c. Increase collaborations with strategic partners to accomplish identified goals

C. Proposed Activities

- Implement a Commercial Corridor Clean and Green initiatives
- Implement a façade, sign and lighting program
- Implement a safety and security initiative
- Create business development loan and matching grant fund

Principle activities to be engaged by the district for 2012 include:

Ongoing BID Marketing Plan

- Promote BID quarterly newsletter, Website and other social media markets
- Sponsor community focused events
- Security improvements and lighting enhancements recognized through the CPTED approach
- Continue “Brand” image of organization and commercial corridor

D. Proposed Expenditures – Year One

Proposed Budget – **\$142,626**

		<u>Proposed 2012 Budget</u>
Ordinary Income/Expense		
Income		
Advertising Revenue		10,000.00
Business Contributions/Sponsorships		2,000.00
Gifts in Kind		1,000.00
BID 32 Property Assessment		90,626.00
Misc Revenue/Carry Over		38,000.00
Interest-Money Mkt		1,000.00
		142,626.00
Total Income		
		142,626.00
Expense		
Commercial District Revitalization		40,000.00
Contract Services		
Accounting Fees		8,000.00
Audit Fees		2,000.00
Legal Fees		2,000.00
Management Services		45,000.00
Clerical Services		12,000.00
Newsletter/Marketing Collateral Consult		4,800.00
Other Contract Services		4,015.00
		117,815.00
Total Contract Services		
		117,815.00
Office Supplies		600.00
Program Supplies		500.00
Food & Refreshments		1,500.00
Telephone & Internet		1,800.00
Postage		500.00
Equipment		1,000.00
Printing Marketing Collateral		6,500.00
Rent Expense		4,800.00
Utilities		1,200.00
Insurance - D&O/Gen Liability		2,000.00

Conference & Meetings	600.00
Travel	500.00
License, Permit & Fees	200.00
Publications & Subscriptions	200.00
Membership Dues	400.00
Website Develop. & Maint.	1,200.00
Board & Staff Development	300.00
Marketing/Pr/Outreach	500.00
Depreciation Expense	500.00
Miscellaneous Expense	11.00
	<hr/>
	24,811.00
	<hr/>
Total Program Budget	142,626.00

E. Proposed 2012 Budget Expenditures – See Appendix E

F. Financing Method

It is proposed to raise \$90,626.06 through BID assessments (see Appendix D). If other resources are raised (grants, program revenue, etc.) they will also be used to fund projects outlined in the BID budget. The BID Board shall have the authority and responsibility to prioritize expenditures and to revise the budget as necessary to match the funds actually available.

G. Organization of BID Board

Upon creation of the BID, the Mayor will appoint members to the district board ("board"). The board's primary responsibility will be implementation of this Operating Plan. This will require the board to negotiate with providers of services and materials to carry out the Plan; to enter into various contracts; to monitor development activity; to periodically revise the Operating Plan; to ensure district compliance with the provisions of applicable statutes and regulations; and to make reimbursements for any overpayments of BID assessments.

State law requires that the board be composed of at least five members and that a majority of the board members be owners or occupants of property within the district.

It is recommended that the BID board be structured and operate as follows:

1. Board Size – Five
2. Composition - At least three members shall be owners or occupants of property within the district. Any non-owner or non-occupant appointed to the board shall be a resident of the City of Milwaukee. The board shall elect its Chairperson from among its members.

3. Term - Appointments to the board shall be for a period of three years except that initially two members shall be appointed for a period of three years, two members shall be appointed for a period of two years, and one member shall be appointed for a period of one year.

4. Compensation – None

5. Meetings - All meetings of the board shall be governed by the Wisconsin Open Meetings Law.

6. Record Keeping - Files and records of the board's affairs shall be kept pursuant to public record requirements.

7. Staffing - The board may employ staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.

8. Meetings - The board shall meet regularly, at least twice each year. The board shall adopt rules of order ("by laws") to govern the conduct of its meetings.

H. Relationship to the -no official business association located in the BID 32 service area.

The BID shall be a separate entity from the – no official business association located in the BID 32 service area - notwithstanding the fact that members, officers and directors of each may be shared. The Association shall remain a private organization, not subject to the open meeting law, and not subject to the public record law except for its records generated in connection with the BID board. The Association may, and it is intended, shall, contract with the BID to provide services to the BID, in accordance with this Plan.

IV. METHOD OF ASSESMENT

A. Assessment Rate and Method

Marketplace BID 32 assess the property in the district at a rate of .0066/1000 of assessed value, subject to the maximum assessment of \$1,500 and a minimum assessment of \$300 for the purposes of the BID. DCD staff can assist in developing other methods to fit the proposed BID's circumstances.

The principle behind the assessment methodology is that each property should contribute to the BID in proportion to the benefit derived from the BID. After consideration of other assessment methods, it was determined that assessed value of a property was the characteristic most directly related to the potential benefit provided by the BID. Therefore, a fixed assessment on the assessed value of the property was selected as the basic assessment methodology for this BID.

However, maintaining an equitable relationship between the BID assessment and the expected benefits requires an adjustment to the basic assessment method. To prevent the

disproportional assessment of a small number of high value properties, a maximum assessment of \$1,500 per parcel will be applied.

As of January 1, 2011, the property in the proposed district had a total assessed value of over \$28,935,800. This plan proposed to assess the property in the district at a rate of \$.0066 per \$1,000.00 of assessed value, subject to the maximum assessment, for the purposes of the BID.

Appendix D shows the projected BID assessment for each property included in the district.

B. Excluded and Exempt Property

The BID law requires explicit consideration of certain classes of property. In compliance with the law the following statements are provided.

1. State Statute (1)(f)lm: The district will contain property used exclusively for manufacturing purposes, as well as properties used in part for manufacturing. These properties will be assessed according to the method set forth in this plan because it is assumed that they will benefit from development in the district.
2. State Statute 66.1109(5) (a): Property known to be used exclusively for residential purposes will not be assessed; such properties will be identified as BID Exempt Properties in Appendix D, as revised each year.
3. In accordance with the interpretation of the City Attorney regarding State Statute 66.608(1) (b), property exempt from general real estate taxes has been excluded from the district. Privately owned tax-exempt property adjoining the district and which is expected to benefit from district activities may be asked to make a financial contribution to the district on a voluntary basis.

V. RELATIONSHIP TO MILWAUKEE COMPREHENSIVE PLAN AND ORDERLY DEVELOPMENT OF THE CITY

A. City Plans

In February 1978, the Common Council of the City of Milwaukee adopted a Preservation Policy as the policy basis for its Comprehensive Plan and as a guide for its planning, programming and budgeting decisions. The Common Council reaffirmed and expanded the Preservation Policy in Resolution File Number 881978, adopted January 24, 1989.

The Preservation Policy emphasizes maintaining Milwaukee's present housing, jobs, neighborhoods, services, and tax base rather than passively accepting loss of jobs and

population, or emphasizing massive new development. In its January 1989 reaffirmation of the policy, the Common Council gave new emphasis to forging new public and private partnerships as a means to accomplish preservation.

The district is a means of formalizing and funding the public-private partnership between the City and property owners in the North Avenue Marketplace BID #32 business area and for furthering preservation and redevelopment in this portion of the City of Milwaukee. Therefore, it is fully consistent with the City's Comprehensive Plan and Preservation Policy.

B. City Role in District Operation

The City of Milwaukee has committed to helping private property owners in the district promote its development. To this end, the City expected to play a significant role in the creation of the Business Improvement district and in the implementation of the Operating Plan. In particular, the City will:

1. Provide technical assistance to the proponents of the district through adoption of the Plan, and provide assistance as appropriate thereafter.
2. Monitor and, when appropriate, apply for outside funds that could be used in support of the district.
3. Collect assessments, maintain in a segregated account, and disburse the monies of the district.
4. Receive annual audits as required per sec. 66.1109 (3) (c) of the BID law.
5. Provide the board, through the Tax Commissioner's Office on or before June 30th of each Plan year, with the official City records and the assessed value of each tax key number with the district, as of January 1st of each Plan year, for purposes of calculating the BID assessments.
6. Encourage the State of Wisconsin, Milwaukee County and other units of government to support the activities of the district.

VI. PLAN APPROVAL PROCESS

A. Public Review Process

The Wisconsin Business Improvement district law establishes a specific process for reviewing and approving proposed districts. Pursuant to the statutory requirements, the following process will be followed:

1. The Milwaukee City Plan Commission will review the proposed district boundaries and proposed Operating Plan and will then set a date for a formal public hearing.
2. The City Plan Commission will send, by certified mail, a public hearing notice and a copy of the proposed Operating Plan to all owners of real property within the proposed district. In addition a Class 2 notice of the public hearing will be published in a local newspaper of general circulation.
3. The City Plan Commission will hold a public hearing, will approve or disapprove the Plan, and will report its action to the Common Council.
4. The Economic Development Committee of the Common Council will review the proposed BID Plan at a public meeting and will make a recommendation to the full Common Council.
5. The Common Council will act on the proposed BID Plan.
6. If adopted by the Common Council, the proposed BID Plan is sent to the Mayor for his approval.
7. If approved by the Mayor, the BID is created and the Mayor will appoint members to the district board established to implement the Plan.

B. Petition against Creation of the BID

The City may not create the Business Improvement district if, within 30 days of the City Plan Commission's hearing, a petition is filed with the City containing signatures of:

Owners of property to be assessed under the proposed initial Operating Plan having a valuation equal to more than 40% of the valuation of all property to be assessed under the proposed initial Operating Plan, using the method of valuation specified in the proposed initial Operating Plan; or

Owners of property to be assessed under the proposed initial Operating Plan having an assessed valuation equal to more than 40% of the assessed valuation of all property to be assessed under the proposed Operating Plan.

VII. FUTURE YEAR OPERATING PLANS

A. Phased Development

It is anticipated that the BID will continue to revise and develop the Operating Plan annually, in response to changing development needs and opportunities in the district, in accordance with the purposes and objectives defined in this initial Operating Plan.

Section 66.1109 (3) (a) of the BID law requires the board and the City to annually review and make changes as appropriate in the Operating Plan. Therefore, while this document outlines in general terms the complete development program, it focuses upon Year One activities, and information on specific assessed values, budget amounts and assessment amounts are based on Year One conditions. Greater detail about subsequent year's activities will be provided in the required annual Plan updates, and approval by the Common Council of such Plan updates shall be conclusive evidence of compliance with this Plan and the BID law.

In later years, the BID Operating Plan will continue to apply the assessment formula, as adjusted, to raise funds to meet the next annual budget. However, the method of assessing shall not be materially altered, except with the consent of the City of Milwaukee.

B.Amendment, Severability and Expansion

This BID has been created under authority of Section 66.1109 of the Statutes of the State of Wisconsin. Should any court find any portion of this Statute invalid or unconstitutional its decision will not invalidate or terminate the BID and this BID Plan shall be amended to conform to the law without need of reestablishment.

Should the legislature amend the Statute to narrow or broaden the process of a BID so as to exclude or include as assessable properties a certain class or classes of properties, then this BID Plan may be amended by the Common Council of the City of Milwaukee as and when it conducts its annual Operating Plan approval and without necessity to undertake any other act. This is specifically authorized under Section 66.1109(3) (b).

APPENDICES

- A. STATUTE
- B. PETITION
- C. PROPOSED DISTRICT BOUNDARIES
- D. YEAR ONE PROJECTED ASSESSMENTS
- E. CITY ATTORNEY'S OPINION

Appendix 1

Marketplace Business Improvement District 32
Annual Update 2011



September 19, 2011

Marketplace Business Improvement District 32 2011 Annual Update



Strategic Goals:

Develop a comprehensive BID 32 Commercial Property Inventory

- ✓ **Outcome:** Completed a comprehensive Market Analysis in collaboration with Walnut Way/Lindsay Heights, LISC Milwaukee and WGS Consulting.

Cultivate and enhance resources to implement BID 32's Strategic Plan

- ✓ **Outcome:** Several business and property owners were able to take advantage of the safety and security camera program, four completed and one major beautification project.

Active engagement of BID Property Owners

- ✓ **Outcome:** Consistent outreach and communication by phone and mail to property owners to engage them in activities in the BID, information sharing, and resource opportunities. Property owners are encouraged to attend over two dozen workshops to help sustain and grow their business.

Active engagement of BID Business Owners

- ✓ **Outcome:** Consistent outreach and communication to business owners, by phone, in person, electronically and by mail to engage them in business development opportunities available to them.

Develop comprehensive BID Marketing Strategy

- ✓ **Outcome:** The BID a quarterly news Magazine that features business development articles, community development resources and a business highlight in the community. Also this year is the Marketplace BID's Website, with functionality to register for classes, view our newsletter and donate funds. The BID would have completed one of three business mixers it planned for the area. One of the remaining mixers will host local, national and international guests of the Land Trust Rally Conference. We expect attendance for all three events to host nearly three hundred guests.



Activities'

- The BID contracted with a new maintenance crew in 2011. They are responsible for the basic upkeep and cleanliness of the area, work with property and business owners and to keep their properties neat and clean and to be a liaison between the BID and the city to ensure all partners are actively participating in the clean and safety issue in the community.
- Attended community outreach meetings regarding strategies for improving image and marketing for Marketplace BID 32
- Continue its mission to operate in the Main Street community development approach.
- Provided quarterly neighborhood business walks to communicate goals and on-going activities of the BID that are helping promote a more positive image of the area
- Two major clean-ups for 2011



Goal: Improve the negative perceptions of crime and safety in the Target Area

Activities:

- Consistence communication and collaboration with District 3 Community Prosecution unit to develop strategies to improve consumer confidence regarding safety along North Avenue and Fond du Lac
- Worked with District Three Community Liaison Officers to increase number of safety and security inspections done by police and to encourage businesses to access matching safety and security grants. At the end of the 2011 the BID expect to have expended all five security camera grants to business and property owners.
- Attended community outreach meetings regarding strategies for improving image and marketing for Marketplace BID 32



Goal: Increase the number and variety of businesses in the Target Area

Activities:

- Held business consultation meetings with current and potential business owners
- Ongoing meetings with Great Lakes Capital Fund for future investments in BID 32
- Held meetings with sales reps, and businesses interested in the BID
- Met with several property owners regarding their vacant properties and how to help get them occupied
- Meetings and presentations with African Women Entrepreneurs (AWE) about an African Village Concept to be developed in BID 32 area
- Conducted walking Neighborhood Tours with various developers and investors
- Provided technical assistance and entrepreneurial advice to individuals seeking to locate in the BID area.

Goal: Coordinate public improvements in the Marketplace District

Activities:

- Coordinated worked with DCD, DPW and other city Departments to complete Fond du Lac Streetscape.



Goal: Façade improvement

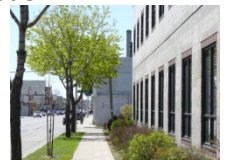
Activities:

- Consistent updates and revisions to the Safety and Security and Business Incentive Grant application

Goal: Commercial Corridor Clean-up

Activities:

- Coordinated with Maintenance team to complete two major commercial corridors cleanups. This is in collaboration with the Northside YMCA, WAICO Corp and community volunteers.
- Maintained decorative containers on North Avenue and Fond du Lac.
- Ongoing partnership with DNS and DPW resolving any concerns related to cleanliness and code issues in BID 32



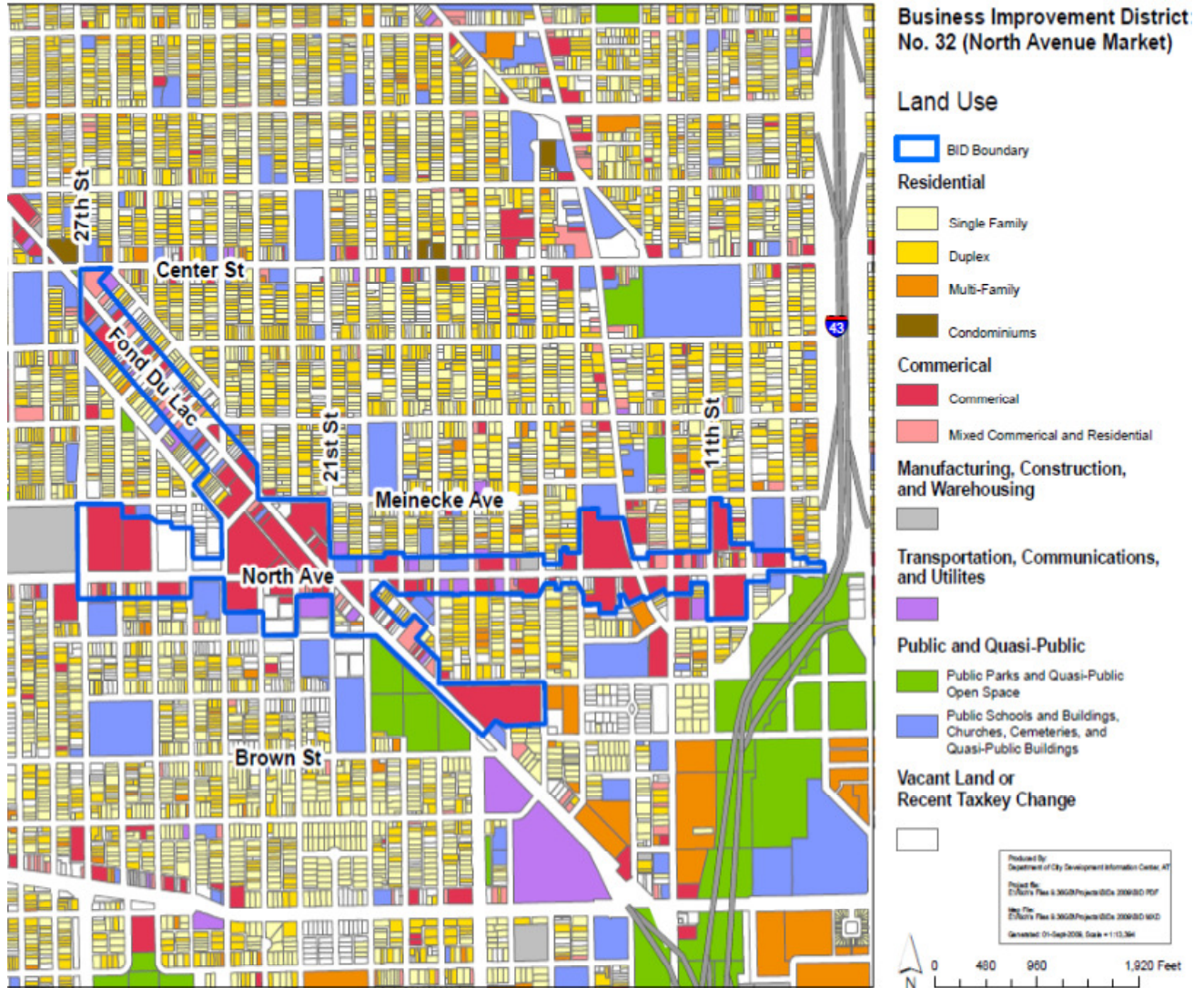
Goal: Support Business Development (Through Classes and Workshops)

Activities:

- Developed business workshops and collaborated with new partners to make presentation. Some of the partners are: IRS, Milwaukee Bar Association, Atzlan Business Plans, Lida Accounting Services and The Third District Milwaukee Police Department, including the CPU Division and social media and website design firms and many others.
- Utilized newly developed documents and protocols for business development workshops
- utilized Marketplace BID Feedback Survey to gather information regarding needs and input of BID 32 businesses and others

Appendix 3 (C)

Marketplace Business Improvement District 32 Area Map



Appendix E
Budget Expenditures BID 32 2011

	Proposed 2012 Budget
Expense	
Commercial District Revitalization	40,000.00
Contract Services	
Accounting Fees	8,000.00
Audit Fees	2,000.00
Legal Fees	2,000.00
Management Services	45,000.00
Clerical Services	12,000.00
Newsletter/Marketing Collateral Consult	4,800.00
Other Contract Services	4,015.00
Total Contract Services	117,815.00
Office Supplies	600.00
Program Supplies	500.00
Food & Refreshments	1,500.00
Telephone & Internet	1,800.00
Postage	500.00
Equipment	1,000.00
Printing Marketing Collateral	6,500.00
Rent Expense	4,800.00
Utilities	1,200.00
Insurance - D&O/Gen Liability	2,000.00
Conference & Meetings	600.00
Travel	500.00
License, Permit & Fees	200.00
Publications & Subscriptions	200.00
Membership Dues	400.00
Website Develop. & Maint.	1,200.00
Board & Staff Development	300.00
Marketing/Pr/Outreach	500.00
Depreciation Expense	500.00
Miscellaneous Expense	11.00
	24,811.00
Total Program Budget	142,626.00

Appendix 5

Marketplace Business Improvement District 32 2011 Board of Directors

Karl Tatum, Chair

Community Financial Service Center
4535 W. North Ave.
Milwaukee, WI 53208
414-449-5646
karl@cfsc-online.com

John Mullarkey, Treasurer

Gold Rush Chicken, Owner
2625 W. North Ave.
Milwaukee, WI 53205
414-933-1717
jmullarkey@sbcglobal.net

Young Kim, Secretary

Fondy Farmer's Co-Op
2242 N. 17th St.
Milwaukee, WI 53205
414-562-2282
young@fondymarket.org

Sharon Adams
Walnut Way CDC
2240 N. 17th St.
Milwaukee, WI 53205
414-264-2326
sharon@walnutway.org

Joann Harris
Residential Living Services
2014 W. North Ave.
Milwaukee, WI 53206
414-933-3929
joann1rls@sbcglobal.net

Mark Teper
Galst Foods
2420 W. Woodbury Lane
Glendale, WI 53209
414-659-0080
galstfoods@aol.com

Sue Eick
Legacy Redevelopment Corp.
2102 W. Fond du Lac Ave.
Milwaukee, WI 53206
414-343-3041
seick@legacyredevelopmentcorp.org